

S.SARAVANAN

2, K.S.Gardens, Saraswathi street,  
Devangar Nagar (west)  
Edayarpalayam, coimbatore  
Pincode : 641 025

To  
The General Manager -HR,

Dear sir,

**Sales & Marketing**

Please note that hereby I am applying for the said position in your prestigious organisation

I am basically a Mechanical Engineer and specialized in Automobiles. Also I have done Post Graduation in Business Administration specializing in Marketing. I am a successful and experienced marketing professional in Agri /Tractor / Automobile Industries and thereby grown in my career

Hereby I am enclosing my resume which is for your kind perusal

Yours faithfully,

**S.SARAVANAN**

With 31 years of result oriented ,successful experience & having organised work excellence as regular commitment in respective departments namely sales & Marketing , product Marketing ,customer satisfaction, Channel partner relationship, Channel partner profitability as well as Team motivation & coaching , I am a skilled professional today in delivering consistently best results with every organization with whom I am working with.

- Very detailed & systematic approach in organizing strategies to market scenarios
- Committed for organizational Goals
- Leadership ability with strong interpersonal skills
- Delivering best results consistently in this field
- Diligent Organising skills
- Team motivation & development
- Professional expertise in both oral & written communication & presentation skills
- Analytical acumen in enhancing business revenue & net profitability
  
- Qualifications:
  - ❖ B E -Mechanical : Madurai Kamaraj University : 65 % : First class &
  - ❖ M B A -Marketing (full Time) : N I T , Trichy : 71 % : First class.
  - ❖ Date of Birth : 15 th July 1968

#### Work experience:

- HEAD :V P -Sales & Marketing : Auto Farm Agri India Ltd, Coimbatore
- FEB 22 -AUG 22
- Reporting to MD

- ❖ Heading the sales & Marketing department for power weeder
- ❖ Successfully organized Tie ups with leading financiers in providing Retail finance to our customers
- ❖ Organised SOP & team in conducting series of BTL activities at key Raitha bazars/shandys in support /enhancing secondary sales of Channel partners
- ❖ Organised process & SOP in establishing Dealer network
- ❖ Organised Corporate Identity programme (CIP) norms
- ❖ Organised necessary approvals from FMTTI, Anantapur for our products
- ❖ Organised subsidy approvals for our products in respective states

- **HEAD -A V P -Sales & Marketing : Bull Agro Implements, Coimbatore**
- **NOV 2018 to DEC 2021**
- **Reporting to MD**

- ❖ **Heading pan India team**
- ❖ **Responsible for all products of the company**
- ❖ **Successfully organized a turnaround of RTM /RMBP's sales across pan India in this short span already**
- ❖ **Successfully organized new products launch namely Baler (various models BRB 540 /BRB 500) & paddy weeder across various potential markets and done successful seeding against established competition thereby ensured the desired sales**

- **Chief Manager : ESCORTS( AMG )ltd, Bangalore**
- **AUG 2009 to OCT 2018**
- **Reporting to BH (south) & Head -Retail finance**

#### ❖ **KEY RESPONSIBILITIES**

- **Handled special Projects on sales & SOM Dominance in key markets of region ( 3 states)**
- **Also heading Marketing & Retail finance for region : Karnataka , Tamilnadu & Kerala states**
- **Responsible for sales volume and Launch of new products & organizing pre /Post launch activities**
- **Coordination with Govt Agri Depts in getting necessary approval & organizing Tractor subsidy**
- **Dealer Fund Monitoring & network Development and RCT reduction**
- **Organising Sales Promo activities and heading Team & coaching them for development**
- **Regional Marketing Manager: Earlier Heading Tractor Marketing for Karnataka, Tamilnadu & Kerala (March 11 to June 12) & headed Coimbatore office for Sales of Tamilnadu & kerala (July 12- June 15)**
- **Earlier as Sr ABM at Hyderabad( AUG '2009 - FEB '2011) handling Royalseema & Telungana Sales**

#### ❖ **KEY achievements**

- **Achieved sales Targets consistently & also organized 4 % SOM growth in assigned key markets**
- **Successfully launched our new products namely Euro 50 ,ALT series & PT 425 N Tractors**
- **Successfully organised with Sundaram Finance Top management @ Chennai on Tie up for entire south Indian states as well as for North Eastern states for funding our various Tractors**
- **Achieved growth & organised turnaround in almost all given weaker markets**
- **Achieved highest ever sales & SOM in Kerala in FY 2013 making a complete turnaround**

- **Sr D G M -Marketing : ITL (sonalika) ,Coimbatore**
- From January 2008-july 2009
- Reported to COUNTRY HEAD -Sales

❖ **KEY RESPONSIBILITIES**

- Headed Tractor sales operations in region & also new product development for untapped markets like Dozer , puddling segments etc
- Dealer Management & development
- Team monitoring & coaching
- Channel partner performance & profitability

❖ **KEY achievements**

- Successfully achieved sales Targets & Market share growth in both Karnataka & tamilnadu operations
- organized **all india retail finance Tie up for ITL** from rural gramina banks like Pandyan Grama Bank & Pallavan grama Bank by signing MOU
- Total restructuring of Dealer Network in all key parameters like funding ,reach, systems and Infrastructure was organised for development
- Organised Dealerships at locations where it was vacant for so many years in past

- **All India Product Manager : TAFE ,Chennai**
- November 2006 -December 2007
- Reported to COUNTRY HEAD -Sales & Marketing

❖ **KEY RESPONSIBILITIES**

- Heading < **30 hp segment Tractors** across pan India & as Champion for its development
- Responsible for successful product development , pre & post launch activities and for desired Volume in respective states.
- **Heading regional teams** on these new products & **all its sales promo across the country**

❖ **KEY achievements**

- Successfully achieved a **growth of 168 %** in 2006-07 for new product "Kuber"
- Organized with **Govt Depts in getting subsidy** for our (smaller HP) Tractors in respective key states
- Successfully done field demos against strong established competition & proved product performance

- **Team Leader : Phoenix Marketing , Adelaide, Australia**
- March 2006- November 2006
- Reported to MD

- Responsible for given south Australia territory
- Successfully worked with this Marketing Company which was dealing with various products. **Got promoted within the first month as a "Team Leader"**

- **Business Manager : Force Motors , Hyderabad**
- June 2003- March 2006
- Reported to COUNTRY HEAD-Sales

❖ **KEY RESPONSIBILITIES**

- **Heading entire (old) Andhra Pradesh for sales** of their prestigious product "Minidor- 3 wheeler"
- Heading a Team of Professionals -Sales ,Service & Parts
- Responsible for sales promotion & Team building

❖ **KEY achievements**

- Consistently achieved sales targets & did shown **growth in market share** in all the 3 years
- Did penetrated in competition markets by continuous field promotional activities emphasizing our product benefits ( FAB )

- **Sr Area Manager : Tractors & Farm Equipment Ltd, Bangalore**
- July 1996- May 2003
- Reported to COUNTRY HEAD-Sales

❖ **KEY RESPONSIBILITIES**

- Heading entire Karnataka Operations : Tractor sales /service /parts
- Heading the entire team : sales ,Service & parts
- Dealer management & development
- Ensuring customer satisfaction

❖ **KEY achievements**

- Having successfully handled Karnataka (North) operations, **promoted for entire Karnataka Sales**
- Achieved **Market share growth** in all assigned Territories & **continuously in all the Financial years.**
- Organised New Product Launches & various successful field promo events
- joined as ' Territory Manager ' and handled various territories successfully. **got elevated as Area In-charge and handled various assignments successfully. Then got promoted to 'Sr Area Manager'.**
- **In Fin Year 97 ,we surpassed even market leader Mahindra Tractors & achieved milestone in sales performance in the company**

➤ **Executive-Engines :Ashok Leyland Ltd, Chennai**

➤ November 1993-June 1996.

➤ Reported to Head- Engines

- Worked in Engine assembly & exposed to different kinds of Engines
- Independently handled Sub-assembly.
- Successfully handled the work force in production & ensured their targeted productivity
- Coordinated with Quality & sales, in developing new Engine specifications

➤ **Management Trainee & Executive :GMMCO-Hindustan Motors sister concern, Ranchi**

➤ December 1991-October 1993.

➤ Reported to Head -Service

#### ❖ KEY RESPONSIBILITIES

- Done Erection, Preventive Maintenance, minor and major repairs in the following " CATERPILLAR " equipments and gained a thorough product knowledge.
- 992C Wheel Loaders - Bucket volume 10.3 cubic metres.
- D9N Track Dozers,
- 824C Wheel Loader,
- 777B Off-Highway Trucks -85 tonnes,
- Prepared management reports like SWOT Analysis, Cost Analysis and on Competitor's equipment to the Top management.

#### ❖ KEY achievements

- Having completed 22 months successfully in **servicing Caterpillar Equipments & handled projects independently, I was recommended for "Equipment Marketing"**.

**S.SARAVANAN**

**Mobile no : 99860 96439**

**Mail id : aby\_saravanan@rediffmail.com**